Making it Accessible: Actions for Accessible Events, Presentations, Social Media, and Basic Web Design

An Event for Equity, Diversity, and Inclusion's Day of Disability and Neurodiversity at the University of Utah: December 1, 2020

- **Using Accessibility Technologies**: Lillian Duong (she/they)
- **Basic Web Accessibility**: Barb Iannucci (she/her)
- **Social Media Accessibility**: Andy Thompson (he/him)
- **Video Captioning**: Chris Green (he/him)
- **Events Accessibility**: Eunice Contreras (she/her)
- **Design Accessibility**: Jen Rosio (she/her)
- **Accessible Presentations/Ableist Language**: Angela Smith (she/her)
- **Questions/Discussion**

University of Utah Disability and Access Resources

Campus Accessibility, which includes the Report A Barrier Form
Center for Disability and Access
Disability Studies
Office of Equal Opportunity, Affirmative Action, and Title IX
Student Groups
Universal Design and Access Committee

Universal Design, Collective Access, and General Accessibility Resources

- Critical Design Lab
  - Mapping Access
  - Accessible Teaching in the Time of Covid-19
- Jay Dolmage, Universal Design: Places to Start and Appendix (2015)
- Aimi Hamraie, Designing Collective Access (2013)
- Mia Mingus, Access Intimacy, Interdependence, and Disability Justice (2017)
- Tulane University collective, Accessible Syllabus Project (2015)

Student/User Perspective: Using Accessibility Technologies

- Screen Readers
  - JAWS
  - Kurzweil
- Screen Magnifier: ZoomText Magnifier/Reader
- SmartPen Recorder: Livescribe
- Utah State Office of Rehabilitation, Division of Services for the Blind and Visually Impaired
- University of Utah John Moran Eye Center

Basic Web and Social Media Accessibility

- University of Utah
  - Accessibility Resources for University Webmasters
  - Web and Social Media Accessibility (many resources linked here)
- WebAim
- WAVE Web Accessibility Evaluation Tools
- WCAG Quick Reference

Captioning Videos

- Amara
  - Easily Add Subtitles to Your Video Online
  - Amara Editor: Caption a Video (YouTube Video)

- Online Captioning Vendors
  - 3PlayMedia
  - Cielo24
  - Rev
  - Verbit

- University of Utah
  - Kaltura Video Platform: MediaSpace
  - How do I add captions to my video or request professional captions?
  - How do I edit captions in My Media?

- YouTube:
  - Adding Subtitles and Closed Captions
  - How to Add Captions While Uploading & Editing Your Videos

Captioning Style Guidelines (www.amara.org)

Subtitle line length	Keep subtitle length to about 42 characters. Avoid more than 2 lines per subtitle.
Minimum duration	Subtitles should be at least 0.7 seconds.
Maximum duration	Split subtitles longer than 7 seconds.
Reading speed	Reading rate shouldn't exceed 21 characters / sec.
Sounds	Describe meaningful sounds that are relevant to the plot. ex: (water dripping)
Music	Describe relevant music which does not have relevant lyrics. ex: ♪ (jazz music) ♪
Speaker Identification	Use parenthesis to indicate when someone is speaking off-screen. ex: (Michael) Wait for me!
Translate the whole idea	Translations don't need to be word for word. Look at the context. Make sure you are using the correct punctuation for the whole unit of text.
Maximum timing offset	Subtitles shouldn't start more than 0.5 seconds before or after the audio begins.
On-screen texts	Translate the texts on the video that are relevant to the plot.
Use meaningful speech	Exclude things like "um" "ah" and other disfluencies.
Indicate inaudible parts	If the audio is inaudible, it should be marked as [inaudible].
Lyrics	Wrap relevant lyrics in musical notes. ex ♪ Tell me dear Billy, ♪
Speaker identification	Identify off-screen and unclear speakers in parentheses. ex: (Michael) Wait for me!
Foreign language	Identify relevant speech in foreign language. ex: (Russian): Thank you.
Simultaneous dialogue	Used exclusively when two speakers talk in the same subtitle. Each speaker should have one line, and both lines should have an hyphen. - Sir, you are no gentleman. - Rhett Butler: And you, Miss, are no lady.

Accessible Events

- Sins Invalid, [Access Suggestions for a Public Event](#) (2017)
- Web Accessibility Initiative, [Making Events Accessible](#)

Accessible Design

- A11y Accessibility, [Check for Text on Image/Background](#)
  - Upload an image and check type for contrast
- Association of Registered Graphic Designers, [Accessible Design Handbook](#) (2021)
- Home Office Digital (UK design group), [poster series on accessible design](#)
- University of Greenwich, [Accessible Graphic Design](#)
  - Instructions on utilizing Adobe Creative Suite tools for accessibility

Accessible Presentations

DO-IT, [How Can you Make Your Presentation Accessible](#)?

Disability Language

- Lydia X. Z. Brown, [Ableist Language](#)
- National Center on Disability and Journalism, [Disability Language Style Guide](#)
- Andrew Pulrang, [Here Are Some Do's and Don'ts of Disability Language](#) (2020)